

Message Text

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PAGE 01 NEW DE 10940 181600Z

ACTION EB-08

INFO OCT-01 NEA-10 ISO-00 CAB-02 CIAE-00 COME-00
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ICAE-00 PM-05 NSC-05 SP-02 SS-15 /062 W
-----073917 191424Z /41

R 181130Z JUL 78

FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC 2840

INFO AMEMBASSY MANAMA

AMEMBASSY COLOMBO

AMEMBASSY TEHRAN

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FOL SENT ACTION NEW DELHI RPTD YOU FROM BOMBAY JUL 18, 1978

SIGNED COURTNEY

QUOTE

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E.O. 11652 N/A

TAGS: EAIR

SUBJ: PAN AM INAUGURATES SERVICE TO BOMBAY

1. PAN AM'S NEW 747 SP SERVICE TO BOMBAY FROM NEW YORK VIA
BAHREIN GOT OFF TO A SLOW START ON JULY 17 WHEN THE INAUGURAL FLIGHT
CARRIED ONLY 40 PASSENGERS INTO BOMBAY. THE DEBUT OF NEW YORK
SERVICE VIA TEHERAN HAS ALSO BEEN INAUSPICIOUS WITH EVEN LOWER
BOOKINGS INTO AND OUT OF BOMBAY.

2. BOTH SERVICES SUFFER FROM SEVERE HANDICAPS AS PAN AM HAS NO
TRAFFIC RIGHTS ON THE BAHREIN-BOMBAY AND TEHERAN-BOMBAY SEGMENTS
OF THE ROUTES. EVEN WORSE IN THE CASE OF THE TEHERAN ROUTE IS
THE LACK OF TRANSFER RIGHTS AT TEHERAN. UNLESS PAN AM CAN
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ACQUIRE TRANSFER RIGHTS MOST LOCAL OBSERVERS BELIEVE IT WILL HAVE
TO ABANDON THIS SERVICE OR BE PREPARED TO SUFFER VERY HEAVY LOSSES
ON IT FOR AN INDEFINITE PERIOD. THERE ARE FEW TRAVELLERS HERE
DESTINED FOR ISTANBUL, THE NEXT STOP AFTER TEHRAN, AND THE ROME
DESTINATION IS NOT ATTRACTIVE VIA PAN AM BECAUSE THERE ARE
SEVERAL COMPETING DIRECT SERVICES TO ROME WHICH OFFER A
SAVING OF SEVERAL HOURS TO PASSENGERS TO THAT CITY.

MOREOVER THE FLIGHT TO NEW YORK TAKES OVER 20 HOURS VIA TEHERAN WHICH PUTS IT AT A SEVERE DISADVANTAGE COMPARED WITH FLIGHTS THROUGH LONDON.

3. THE SERVICE VIA BAHREIN IS MORE ATTRACTIVE AS THE SP FLIGHT IS DIRECT FROM BAHREIN TO NEW YORK CITY. THE TOTAL ELAPSED TIME BETWEEN BOMBAY AND NEW YORK ON THIS FLIGHT IS ONLY 16 HOURS AND FORTY MINUTES MAKING IT THE FASTEST SERVICE BOMBAY-NEW YROK AND REVERSE. SOME OBSERVERS HERE BELIEVE THAT THERE IS SUFFICIENT DEMAND FOR THIS DIRECT FAST SERVICE TO GIVE PAN AM A CHANCE TO ACHIEVE VIABILITY WITH THIS ROUTE (EVEN WITHOUT TRAFFIC RIGHTS BAHREIN-BOMBAY) AFTER ITS ADVANTAGES BECOME BETTER KNOWN IN THE LOCAL MARKET.
COURTNEY
UNQUOTE
GOHEEN

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NNN

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